

Bobby Diamond

Product Designer & Product Manager

EXPERIENCE

Sr. Product Designer & Product Manager

Swap

Apr 2020 - Present - 1 yr 11 mos, Mexico

Managed the product roadmap, backlog prioritization and user stories creation to deliver CNBV compliance tasks while improving most of the main product features; impacting the NPS positively.

UI/UX Product Designer

Swap

Mar 2019 - Apr 2020 - 1 yr 2 mos, Mexico

Added the product design process into cross-functional teams to prototype, design and deliver the UI and UX in a collaborative experience: research, design, test, assess and iterate.

UI/UX Product Designer

Near BPO

Nov 2017 - Feb 2019 - 3 yrs, Mexico

Managed the design research, understanding and delivery of digital products (local and foreign clients): CMR, HR, POS, E-commerce, Corpfolder (accounting administration) and data dashboards.

Jr. UX/UI Designer

Osom

Jun 2015 - Apr 2016 - 11 mos, Mexico

Designed apps for Blim, Eva, several local clients and BoxFactura.

EDUCATION

Bootcamp in Front and Back End

Dev.F

2015, Mexico

Degree in Art Direction

Miami Ad School

2012 - 2014, Mexico - Germany

Degree in Communication Sciencies

CUC

2008 - 2011, Mexico



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 [hardcorebobbyd.github.io](https://github.com/hardcorebobbyd)



Industry Knowledge

Critical Thinking

Problem Understanding

User Discovery

User Interface (UI)

User Experience (UX)

Wireframing

Prototyping

Roadmapping

Features prioritization

Product Lifecycle

Tools & Technologies

Figma, Sketch, XD, Invision,

Abstract, Zeplin, Google

Analytics, Amplitude, Agile,

Scrum

Other Skills

HTML, CSS, JS, jQuery,

Advertising, Branding

Languages

Spanish (native)

English (professional)

Portugues (pre basic)

German (pre pre basic)

Social

[www.linkedin.com/in/](https://www.linkedin.com/in/hardcorebobbyd)

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